



Cities, towns, organizations and individuals who have demonstrated extraordinary efforts in innovation and achievement in the Maricopa County region were honored last month at the first annual Desert Peaks Awards celebration.



Regionalism Honored with Desert Peaks Awards

In addition, the first annual State of the Region address was given by Mayor Elaine M. Scruggs, outgoing Chair of the MAG Regional Council. The address focused on the issues that are of importance to our region: where we are today, how far we have come, the challenges that confront us and our response to those challenges. The issues pertained to people, housing, public safety, education, employment, environment and transportation. Mayor Scruggs also reviewed some of the priorities identified by the Regional Council: open space planning, improving our transportation systems, working together on economic development and helping to achieve an accurate Census 2000.

More than 325 people attended to give recognition to the winners and nominees. Fifty-nine nominations were received by MAG for four special awards. A distinguished panel of judges selected the winners—Jack Pfister, Distinguished Resident Fellow, School of Public Affairs, Arizona State University; Michael Grant, Partner, Gallagher & Kennedy, and Host, KAET TV's "Horizon" program; Rob Melnick, Director, the Morrison Institute for Public Policy; George Dean, President and CEO, Greater Phoenix Urban League; and Ralph Velez, Tolleson City Manager.

Desert Peaks Awards more on page 4

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Mayor Giuliano is MAG's New Chair



Past Chair Elaine Scruggs, Mayor of Glendale, hands the gavel over to Mayor Neil Giuliano of Tempe

Mayor Neil G. Giuliano, the new chair of the Maricopa Association of Governments, is a strong advocate of collaboration and consensus-building.

MAG, he says, "provides cities a mechanism for cooperation on a regional basis while maintaining each city's individual sovereignty."

"Each of the cities and towns in the Valley is unique, yet there is one issue for which we all share a

common concern: quality of life," Mayor Giuliano says. "The Maricopa Association of Governments bring cities together to address those quality of life issues that make our region such a desirable place to live."

Mayor Giuliano, who instructs a leadership class at Arizona State University, began his career in politics as ASU student body president while a graduate student. He also received a Master's degree in Higher Education and University Administration from ASU.

The mayor, who served as a councilman for a four-year term prior to his election as mayor in 1994, was the 1997-98 chair of the Regional Public Transportation Authority Board.

"One of the lessons I've learned is that relationships and associations over time are the strongest assets for building a community and getting things accomplished," he says, adding that progress requires collaboration.

"I have some great ideas, but it requires working with others to bring them about," he said.

Also serving on the MAG Executive Committee with Mayor Giuliano will be Phoenix Mayor Skip Rimsza, vice chair; Peoria Mayor John Keegan, treasurer; and Chandler Mayor Jay Tibshraeny, at-large member. Glendale Mayor Elaine Scruggs also continues to serve on the Executive Committee as the past chair. 

REGIONAL council members

- ◆ Mayor Neil G. Giuliano
Tempe, *Chair*
- ◆ Mayor Skip Rimsza
Phoenix, *Vice-Chair*
- ◆ Mayor John Keegan
Peoria, *Treasurer*
- Mayor Thomas Morales
Avondale
- Mayor Dusty Hull
Buckeye
- Mayor Hugh Stevens
Carefree
- Mayor Tom Augherton
Cave Creek
- ◆ Mayor Jay Tibshraeny
Chandler
- Mayor Maggie Reese
El Mirage
- Mayor Sharon Morgan
Fountain Hills
- Mayor Chuck Turner
Gila Bend
- Governor Mary Thomas
Gila River Indian Community
- Mayor Cynthia Dunham
Gilbert
- ◆ Mayor Elaine M. Scruggs
Glendale
- Mayor William Arnold
Goodyear
- Mayor Frances Osuna
Guadalupe
- Mayor Colin Barleycorn
Litchfield Park
- Supervisor Jan Brewer
Maricopa County
- Mayor Wayne Brown
Mesa
- Mayor Edward F. Lowry
Paradise Valley
- Mayor Mark Schnepf
Queen Creek
- President Ivan Makil
Salt River Pima-Maricopa
Indian Community
- Mayor Sam Kathryn Campana
Scottsdale
- Mayor Joan Shafer
Surprise
- Mayor Adolfo Gamez
Tolleson
- Mayor Dallas Gant
Wickenburg
- Mayor William Kosanovich
Youngtown
- F. Rockne Arnett
Arizona Department of Transportation
- Charles Coughlin
Citizens Transportation
Oversight Committee
- ◆ Executive Committee Members



MAGAZine is a quarterly newsletter of the Maricopa Association of Governments addressing the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, 254-6300.

Neil G. Giuliano
Mayor of Tempe
Chairman

James M. Bourey
Executive Director

Hardt & Junck Associates
Editors

Gordon Tyus
Graphic Design



From the Chair



Tempe Mayor
Neil Giuliano

As the new chair of the Maricopa Association of Governments, I look forward to many challenges.

We must build on the successful re-engineering effort that was led in recent years by outgoing chair, the Honorable Elaine Scruggs, mayor of Glendale.

We need to reach out more and spread the word. One of the major opportunities that we face, as a public policy entity serving the region, is involving others in MAG and its mission. If we are to have any true effect on shaping

there are major decisions to be made as a region. Towards this goal, I have asked Mesa Mayor Wayne Brown to chair a new MAG Transportation Subcommittee to lead MAG's efforts to work and plan the financing mechanisms necessary to complete the current freeway system and anticipate current unmet transportation needs.

Aviation needs. From Sky Harbor International Airport to Williams Gateway to Goodyear Airport, MAG must review and update the aviation plans for the Valley and


with the MAG-member Indian communities to assure that gaming benefits tourism in the region are issues we can best resolve through a common dialogue.

Air quality. In addition, MAG must work to build relationships with state legislators, Maricopa County Supervisors and other interested parties to continue addressing air quality issues. We must increase MAG's involvement in the determination of these issues and work toward a clearer definition of the roles of all the parties involved in this region.

Valley Vision 2025 process. Finally, I believe that smart and prudent planning for the long-term quality of life in this region will be a good measure of MAG's true productivity. Valley Vision 2025 is a vital link to determining our region's future well-being.

We stand at the brink of an amazing opportunity to step out front and demonstrate our competence and reliability, making a real impact on all these vital issues.

Benjamin Franklin once said that "all of mankind is divided into three classes: Those that are immovable, those that are moveable, and those that move."

I envision us all working together to make MAG an organization that moves, and moves forward together, toward a more successful future. 

If we are to have any true effect on shaping the future of this region, then the people of our communities, large and small, throughout this entire region, must know who we are, what we are doing, and why.

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identify long-term needs. After we stay ahead of the planning curve for the future of our entire region, we can work to fulfill those needs.

Revenue sharing. As individual cities and as a region, we must work together to identify future opportunities for regional revenue sharing projects. We know that revenue sharing can be used effectively to lessen the city versus city competition for projects and for the sales dollar.

Tourism. A prime opportunity that we must address as a region is how to best market this area, in order to attract tourists and their dollars. How to best grow this important aspect of our economy and how to work more closely

We face an amazing opportunity as we look ahead to the future, and it's an opportunity that we must accept, to concentrate on and really impact those issues that will greatly affect our citizens.

The issues that loom before us clearly are regional ones:

Transportation. We must assure that federal funds are effectively intertwined with local dollars under the new federal fund authorization (TEA-21). We must work closer than ever with our transportation partners because



Mesa Mayor
Wayne Brown
to chair new
Transportation
Subcommittee

The Desert Peaks Awards



Mark Schnepf,
Regional
Excellence

Regional Excellence

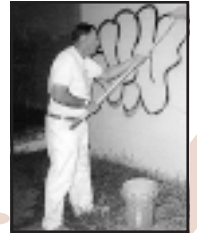
Mayor Mark Schnepf, of Queen Creek, won the Regional Excellence Award for his outstanding regional collaborative efforts that have brought together neighboring cities in a variety of development projects, including the revitalization of Williams Air Force Base into Williams Gateway Airport.



Elaine Scruggs,
Distinguished
Service

Distinguished Service

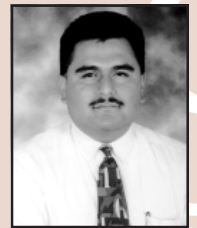
Four individuals won special recognition for their contributions to advancing the concept of regionalism. They are Mayor Elaine Scruggs of Glendale, for her dedicated work as chair of MAG, especially in regard to accelerating freeway completion dates, implementing standardized youth curfews in the region and leadership in a successful effort to save Luke Air Force Base; Gerald Abmont, of the Heatherbrae Neighborhood Association, and Xavier Brizar of Pioneer Ford, for spearheading regional efforts to eradicate graffiti; and Sara Moya, former councilmember of Paradise Valley, for her tireless regional contributions to addressing homelessness and issues of regional growth and development.



Gerald Abmont,
Distinguished
Service



Sara Moya,
Distinguished
Service



Xavier Brizar,
Distinguished
Service

Public/Private Partnership

Two projects were judged to be equally excellent: Papago Salado, sponsored by the Papago Salado Association and cities of Phoenix, Scottsdale and Tempe; and West Valley Fine Arts, sponsored by the cities of Avondale, Goodyear, Litchfield Park and Tolleson and the Town of Buckeye, with the West Valley Fine Arts Council. Through the Papago Salado Association, the three cities have worked together to preserve, enhance and promote the Papago Park and Rio Salado region. Through the West Valley Fine Arts Council, the cities in the West Valley have established a varied program of arts activities in their area through a cooperative effort that is so successful it has spawned other partnerships in the area.



McDowell Mountain and Sonoran Desert Preservation wins Regional Partnership Award

McDowell Mountain and Sonoran Desert Preservation

Regional Partnership Winner

Honor Regional Excellence



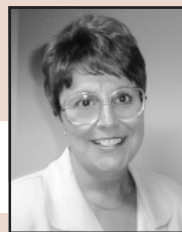
West Valley Fine Arts Winners (l to r)
Mayor Thomas Morales, Avondale;
Marcie Ellis, Exec Director, WVFAC;
Vice Mayor Sandra Reagan, Litchfield Park;
Nancy Jenkins, Board President, WVFAC;
Mayor Adolfo Gamaez, Tolleson;
Mayor William Arnold, Goodyear.

Regional Partnership

The Town of Fountain Hills, Maricopa County and the City of Scottsdale shared this award for McDowell Mountain and Sonoran Desert Preservation, an effort to plan and implement the creation of regional public outdoor destinations through the preservation of the McDowell Mountains and surrounding desert.

MAG Employee of the Year

A special award given at the dinner recognized the MAG Employee of the Year. Audrey Evans, Office Services Supervisor, was singled out for her extraordinary work, commitment to the regional mission and contribution to the accomplishment of the MAG work program.



Audrey Evans,
MAG Employee of the Year

Rita Walton, 254-6300, for more information on Desert Peaks Awards.

West Valley Partnership Promotes Fine Arts

A partnership begun nine years ago "before partnership was a byword" was a winner of the Maricopa Association of Governments Desert Peaks Award for Public-Private Partnership.

The West Valley Fine Arts project tied with the Papago Salado project to win the first annual award given by MAG.

This is the first of a series of articles that will appear in MAGAZine to spotlight winners of the first annual Desert Peaks Awards.

Four cities and one town join together with the West Valley Fine Arts Council in the West Valley Fine Arts project—the cities of Avondale, Goodyear, Litchfield Park and Tolleson, and the Town of Buckeye.

"This partnership was started in 1989 and was the first group in the West Valley to bring five cities together in a common effort," said former Buckeye Mayor James "Mike" Baker, noting that the partnership has served as a prototype for other partnerships.

"The council was founded on the principle that the arts are for everyone and pays heed to traditional arts programming such as ballet, opera, theater and symphony, as well as cultural arts such as mariachis, cowboy ballad

singers and Irish step dancers," added Mayor William O. Arnold of Goodyear.

Since its creation, the partnership has:

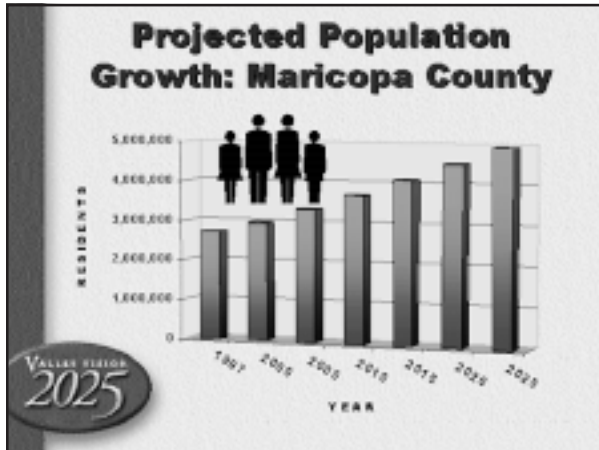
- ♦ Effectively coalesced regional support for the arts;
- ♦ Brought numerous major events to the area;
- ♦ Introduced a wide range of arts to the community;
- ♦ Provided a significant number of opportunities for volunteers;
- ♦ Acted as a catalyst for the development of other regional opportunities, and
- ♦ Raised funds for other organizations.

It currently is conducting a study to assess the feasibility of building a regional cultural center in the West Valley.

"This coalition has succeeded in totally revitalizing the arts in an underserved area in a short period of time, enhancing and developing quality arts opportunities and arts education throughout the West Valley and performing an outstanding job of serving a broad community with an inclusive approach to the arts, including schools, cities, service organizations, businesses, children and adults, rich and poor," said Sharolyn Hohman, executive director of the Tri-City Chamber of Commerce, in a nominating letter. 

Valley Vision 2025 Moves Forward With Spirited Debate, Continuing Dialogue

A citizens' summit on the future for the Valley Vision 2025 planning effort drew approximately 400 participants committed to planning the best quality of life attainable for the region.



This is one of the slides from the Valley Vision 2025 Regional Presentation. All the graphics can be viewed on-line at the Valley Vision 2025 home page at www.mag.maricopa.gov/vv2025

They received an extensive, visual regional data presentation produced by MAG. Then, they responded by using electronic keypads and through comments which were sometimes heated. Since the summit, others have offered suggestions through the Valley Vision 2025 home page.

The Vision process will continue through outreach meetings throughout the Valley. The summit was successful in two major ways: (1) It pulled together people with strong passions and started a community dialogue; (2) It pointed out some areas in the Vision process that need to be enhanced.

"We know we have to make a bigger effort in a smaller scale—mini-events to reach out instead

of waiting for people to come to us," said Vivian Valle, a citizen activist on the Valley Vision 2025 Summit Subcommittee.

The summit was a success because it drew people who had not previously been involved in the Valley Vision 2025 process, she and other subcommittee members agreed.

"More people know about Valley Vision 2025 and are interested in following it through," she added. "Public apathy is our biggest enemy—it's everybody's biggest enemy."

Maeve Johnson, executive director of Valley Partnership, said the turnout was excellent, and those who attended "obviously cared." The multimedia projection of statistics about the region was "one of the best programs I have ever seen," she added. "Some of the questions were not worded in the best possible way, and that criticism was legitimate, but I think it is really starting to pull together. My suggestion is that we take it out to other communities now."

"Let's see where we are and where we need to go," she said, adding that she believes the process can "invigorate the community to do something."

Richard Nolan, a community activist, said that "this was just one of many efforts that are going to happen over the next two years."

"We are starting now to plan for the next public involvement so we can provide the information as well as we did at this meeting and

also let the public feel they have the mechanics for bringing their specific issues to our attention."


"But the Valley Vision 2025 staff and volunteers should not shy away from controversy," he added.

"I believe that any visionary concept needs to stir a vigorous debate. If we are going to continue to have the public involved, we have to continue to expect a vigorous debate," Nolan said.

Steven R. Urie, of the Greater Agricultural Land Alliance and Gilbert Redevelopment Commission, said the summit told him two things about people's goals in this region: "People want slow growth and people want a new direction, but what does that mean? I know they want something that is uniquely Arizona."

Urie agreed that future polling of the public by the Valley Vision 2025 effort should include questions both about what is likely to happen if things continue the way they are going and, "If you could change the future, how would you perceive us to be?"

The Valley Vision 2025 process will now break down into smaller groups to encourage "meaningful dialogue," he said, noting that the goal of the process is to develop a blueprint for the region that communities can "buy into as they grow."

"This is just the beginning," Urie said. 

Leslie Dornfeld, 254-6300, for more information.

Arizona Legislature Passes Bills on Air Quality, Human Services, and Growth

The Arizona Legislature adjourned its regular session in May, having approved a number of new laws that will directly affect regional quality of life issues.

Air Quality

Major air quality legislation was approved during the session, adding to measures that already are considered some of the most stringent in the nation. Among new laws passed this session were bills:

- ♦ Adopting the use of California Reformulated Gasoline with maximum oxygen content to reduce winter-time carbon monoxide;
- ♦ Establishing a voluntary vehicle repair and retrofit program by January, 1999;
- ♦ Setting up an Agricultural Best Management Practices Committee to adopt by June 10, 2000, an agricultural general permit specifying best management practices for regulated agricultural activities to reduce particulates in the air;
- ♦ Requiring a more stringent vehicle emissions test for four-wheel drive vehicles;
- ♦ Requiring cities, towns and the county to develop and implement a plan by Jan. 1, 2000 to stabilize targeted unpaved roads, alleys and shoulders on targeted arterials.
- ♦ Requiring the counties, cities and towns to adopt and implement an ordinance by December 1, 1998 to prohibit the installation or construction of new fireplaces or woodstoves that do not meet clean burning

fireplace standards.

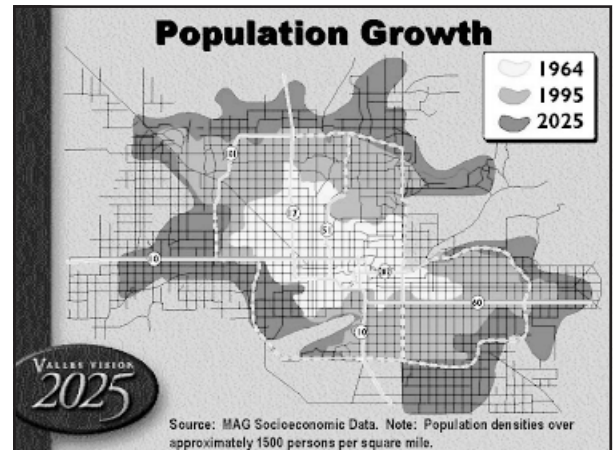
- ♦ Requiring cities, towns and counties to acquire vacuum system crack seal equipment to repair roadways or utilize other dust removal technology that reduces particulate emissions.

Human Services

Among the human service-related bills approved during the 1998 session were:

- ♦ A major victory for the child advocate community, passage of a law extending the state's health insurance program to cover children in families with incomes up to 150 percent of the federal poverty level in fiscal year 1999, 175 percent in fiscal year 2000 and 200 percent thereafter (KidsCare).
- ♦ Increased penalties for repeat offenders of domestic violence. A person convicted of aggravated domestic violence (committing three domestic violence acts within a three-month period) must serve a minimum four-month prison term. Sentencing may increase if the victim is pregnant at the time in which the abuse occurred. A second measure increases protection to victims of domestic violence and harassment. In related action, the Maricopa Association of Governments has formed a committee that will work to create a comprehensive regional domestic violence plan. Information about that committee can be obtained from Carol Kratz, 254-6300.
- ♦ An exemption advocated by MAG that will remove the town


of Guadalupe from a legislative mandate that included it with 13 Maricopa area cities and towns required to participate in a new welfare privatization pilot program established by the legislature last year.



Map showing projected population growth by the year 2025.

Growth

Legislative action referred to the November, 1998 ballot whether \$20 million should be earmarked by the state each year for 11 years to purchase state trust land for open space. The money would be available as matching funds and would not carry over from one year to the next.

If the voters approve the measure, local entities will be in tough competition for the funds the first year. Fountain Hills, Scottsdale, Prescott, Flagstaff and Pima County already have approved local bond issues totalling in excess of \$38 million. The legislature approved House Bill 2361, strengthening general plans and the general planning process. 

Call 254-6300, for more information.

EVENTS
calendarMEETING
times1998
summer

August		September		October	
5 th	10:00 AM, Valley Vision 2025 Committee	2 nd	10:00 AM, Valley Vision 2025 Committee	1 st & 2 nd	Bicycling and Walking into the 21st Century Workshop
5 th	1:30 PM, Specifications and Details Committee	2 nd	1:30 PM, Specifications and Details Committee	7 th	10:00 AM, Valley Vision 2025 Committee
11 th	1:30 PM, Street Committee	3 rd	9:00 AM, Human Services Technical Committee	7 th	1:30 PM, Specifications and Details Committee
11 th	2:00 PM, Domestic Violence Subcommittee	8 th	1:30 PM, Street Committee	8 th	2:30 PM, Air Quality Technical Advisory Committee
18 th	1:00 PM, Regional Bicycle Task Force	9 th	12:00 PM, Management Committee	13 th	1:30 PM, Street Committee
19 th	10:00 AM, Intelligent Transportation Systems Committee	10 th	1:30 PM, Air Quality Technical Advisory Committee	14 th	12:00 PM, Management Committee
25 th	10:00 AM, Transportation Review Committee	15 th	1:00 PM, Regional Bicycle Task Force	15 th	12:00 PM, Air Quality Policy Committee
<p>The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. Please call 254-6300 for confirmation. All meetings, unless indicated otherwise will be held in the conference rooms located in the MAG offices on the second floor of the Norwest Bank Building, 302 N. 1st Avenue. Parking is available under the building. Please ask for parking validation.</p>		16 th	10:00 AM, Intelligent Transportation Systems Committee	15 th	2:00 PM, Joint Human Services Technical Committee/Human Services Coordinating Committee
		16 th	2:00 PM, Building Codes Committee	20 th	1:00 PM, Regional Bicycle Task Force
		17 th	10:00 AM, Telecommunications Advisory Group	21 st	10:00 AM, Intelligent Transportation Systems Committee
		17 th	12:00 PM, Air Quality Policy Committee	21 st	2:00 PM, Building Codes Committee
		17 th	12:00 PM, Human Services Coordinating Committee	22 nd	10:00 AM, Youth Policy Advisory Committee
		22 nd	10:00 AM, Transportation Review Committee	29 th	10:00 AM, Population Technical Advisory Committee
		23 rd	5:00 PM, Regional Council		
		24 th	10:00 AM, Youth Policy Advisory Committee		



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